

### Abstract of the Disclosure

By implementing a unit obtaining behavior data,  
a unit recording/storing the obtained behavior data  
5 and a unit calculating the fee of the recorded/stored  
behavior data and selling the behavior data by a  
computer system, the behavior data are traded. By using  
data in which a paired series of place information/time  
information and information provided to a user  
10 depending on a time/place to be presented are described  
according to a prescribed specification, the utility  
of such data can be improved. In this way, a system  
in which data about a series of human consecutive  
behavior can be collected and the behavior data can  
15 be sold, can be provided, and as a result, behavior  
data can be effectively utilized for commodity  
development, information service,  
advertisement/commercial, etc.